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THE CLAIMS DEFINING THE INVENTION ARE AS FOLLOWS:

1.   A method of inputting data into a qualitative research tool, the method comprising the step of

5   inputting the data in association with a heading.

2.   A method as claimed in claim 1, wherein the heading is a concept heading.

3.   A method as claimed in claim 2, wherein the concept heading comprises a
10   concept and predecessor concept.

4.   A method of inputting data into a qualitative research tool, the method comprising the step of

            inputting the data in association with a sample.

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5.   A method as claimed in claim 4, wherein the sample is a respondent.

6.   A method as claimed in claim 4, wherein the sample is a sub-sample.

20   7.   A method of inputting data into a qualitative research tool, the method comprising the step of:

            inputting the data in Commentary format, such as an AVI format.

8.   A method as claimed in claim 7, wherein the AVI format represents
25   Articulation, Verbatim or Interpretation (AVI).

9.   A method as claimed in claim 7 or 8, wherein

            Articulation, substantially what the research participant said, preferably expressed in the words of the researcher,

30   Verbatim, substantially a reproduction of substantially all, or a representative part, of a respondent's comment, such as a direct quotation fro a research participant, and

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Interpretation, substantially the researcher's observations, interpretations and conclusions on what the research participants said.

10.   A method of analysing data input into a qualitative research tool, the method comprising the step of

analysing the data input in accordance with commentary, such as AVI.

11.   A method as claimed in claim 10, wherein the step of analysing is conducted as the data is gathered.

12.   A method as claimed in claim 10 or 11, further including the step of:

marking-up on an originally imported document.

13.   A method as claimed in claim 12, wherein the mark-up is conducted as research is conducted.

14.   A method as claimed in claim 12 or 13, wherein the marking-up enables data to be allocated to a selected heading or commentary, such as AVI.

15.   A method of inputting data into a qualitative research tool, the method comprising the step of:

defining relationships between data, based on unique indicia.

16.   A method as claimed in claim 15, wherein the indicia represents a problem statement, brand and/or picture.

17.   A method of arranging data in a qualitative research tool, the method comprising the step of:

providing an analysis frameworks for inputting, analysing and/or interpreting research findings wherein the framework has a hierarchical structure.

18.   A qualitative research tool, said tool including:

processor means adapted to operate in accordance with a predetermined instruction set,

said tool, in conjunction with said instruction set, being adapted to perform
5   the method as claimed in any one of claims 1 to 17.

19.   A computer program product including:

a computer usable medium having computer readable program code and computer readable system code embodied on said medium for facilitating
10   qualitative research analysis in conjunction with a data processing system, said computer program product including:

computer readable code within said computer usable medium for performing the method as claimed in any one of claims 1 to 13.

15   20.   A schema as herein disclosed.

21.   A data model as herein disclosed.